

I hereby certify that this correspondence is being deposited with the U.S. Postal Service as Express Mail, Airbill No. EV 373 627 222 US, in an envelope addressed to: MS Patent Application, Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450, on the date shown below.

Dated: 3-15-2001 Signature:   
(Christian A. Sorenson) R. Andersen

Docket No.: 03-8018CIP2  
(PATENT)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Patent Application of:  
Lester Chu et al.

Application No.: Not Yet Assigned

Confirmation No.: Not Yet Assigned

Filed: Concurrently Herewith

Art Unit: N/A

For: INFORMATION DISTRIBUTION SYSTEM  
AND METHOD THAT PROVIDES FOR  
ENHANCED DISPLAY FORMATS

Examiner: Not Yet Assigned

**INFORMATION DISCLOSURE STATEMENT (IDS)**

MS Patent Application  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Dear Sir:

Pursuant to 37 CFR 1.56, 1.97 and 1.98, the attention of the Patent and Trademark Office is hereby directed to the references listed on the attached PTO/SB/08. It is respectfully requested that the information be expressly considered during the prosecution of this application, and that the references be made of record therein and appear among the "References Cited" on any patent to issue therefrom.

This Information Disclosure Statement accompanies the new patent application submitted herewith.

A copy of each non-U.S. reference on the PTO/SB/08 is attached.

In accordance with 37 CFR 1.97(g), the filing of this Information Disclosure Statement shall not be construed to mean that a search has been made or that no other material information as defined in 37 CFR 1.56(a) exists. In accordance with 37 CFR 1.97(h), the filing of this Information Disclosure statement shall not be construed to be an admission that any

Application No.: Not Yet Assigned

Docket No.: 03-8018CIP2

patent, publication or other information referred to therein is "prior art" for this invention unless specifically designated as such.

It is submitted that the Information Disclosure Statement is in compliance with 37 CFR 1.98 and the Examiner is respectfully requested to consider the listed references.

The Director is hereby authorized to charge any deficiency in the fees filed, asserted to be filed or which should have been filed herewith (or with any paper hereafter filed in this application by this firm) to our Deposit Account No. 07-2347, under Order No. 03-8018CIP2. A duplicate copy of this paper is enclosed.

Dated:

3/15/2004

Respectfully submitted,

By

Joel Wall, Reg. No. 25,648

Verizon Corporate Services Group Inc.

600 Hidden Ridge Drive

Mail Code: HQE03H14

(972) 718-4800

Attorney for Applicant

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449A/B/PTO  <b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  <i>(Use as many sheets as necessary)</i>			<b>Complete if Known</b>		
			Application Number	Not Yet Assigned	
			Filing Date	Concurrently Herewith	
			First Named Inventor	Lester Chu	
			Art Unit	N/A	
			Examiner Name	Not Yet Assigned	
			Attorney Docket Number	03-8018CIP2	
Sheet	1	of	3		

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code <sup>2</sup> (if known)			
	AA	US-4,532,554	07/1985	Skala	
	AB	US-4,546,382	10/1985	McKenna et al.	
	AC	US-4,602,279	07/1986	Freeman	
	AD	US-4,789,235	12/1988	Bora	
	AE	US-4,850,007	07/1989	Marino et al.	
	AF	US-4,992,940	02/1991	Dworkin	
	AG	US-5,144,663	09/1992	Kudelski et al.	
	AH	US-5,155,591	10/1992	Wachob	
	AI	US-5,162,989	11/1992	Matsuda	
	AJ	US-5,187,735	02/1993	Herrero et al.	
	AK	US-5,220,501	06/1993	Lawlor et al.	
	AL	US-5,231,494	07/1993	Wachob	
	AM	US-5,237,157	08/1993	Kaplan	
	AN	US-5,267,171	11/1993	Suzuki et al.	
	AO	US-5,283,731	02/1994	Lalonde et al.	
	AP	US-5,305,195	04/1994	5,305,195	
	AQ	US-5,319,455	06/1994	Hoarty et al.	
	AR	US-5,339,239	08/1994	Manabe et al.	
	AS	US-5,347,632	09/1994	Filepp	
	AT	US-5,359,508	10/1994	Rossides	
	AU	US-5,408,417	04/1995	Wilder	
	AV	US-5,410,344	04/1995	Graves et al.	
	AW	US-5,446,919	08/1995	Wilkins	
	AX	US-5,479,491	12/1995	Herrero Gracia et al.	
	AY	US-5,502,636	03/1996	Clarke	
	AZ	US-5,515,098	05/1996	Carles	
	AA1	US-5,532,735	07/1996	Blabut et al.	
	AB1	US-5,636,346	06/1997	Saxe	
	AC1	US-5,659,732	08/1997	Kirsch	
	AD1	US-5,704,560	01/1998	Del Monte	
	AE1	US-5,717,923	02/1998	Dedrick	
	AF1	US-5,724,424	03/1998	Gifford	
	AG1	US-5,724,521	03/1998	Dedrick	
	AH1	US-5,724,524	03/1998	Hunt et al.	
	AI1	US-5,727,129	03/1998	Barrett et al.	
	AJ1	US-5,740,549	04/1998	Reilly	
	AK1	US-5,748,954	05/1998	Mauldin	
	AL1	US-5,752,238	05/1998	Dedrick	
	AM1	US-5,758,257	05/1998	Herz et al.	
	AN1	US-5,758,328	05/1998	Giovannoli	
	AO1	US-5,768,521	06/1998	Dedrick	
	AP1	US-5,774,170	06/1998	Hite et al.	
	AQ1	US-5,774,868	06/1998	Cragun et al.	
	AR1	US-5,781,632	07/1998	Odom	
	AS1	US-5,781,894	07/1998	Petrecca et al.	
	AT1	US-5,794,210	08/1998	Goldhaber et al.	

Examiner Signature		Date Considered	
-----------------------	--	--------------------	--

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449A/B/PTO  <b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  <i>(Use as many sheets as necessary)</i>			<b>Complete if Known</b>		
			Application Number	Not Yet Assigned	
			Filing Date	Concurrently Herewith	
			First Named Inventor	Lester Chu	
			Art Unit	N/A	
			Examiner Name	Not Yet Assigned	
Sheet	2	of	3	Attorney Docket Number	03-8018CIP2

	AU1	US-5,826,241	10/1998	Stein	
	AV1	US-5,835,896	11/1998	Fisher et al.	
	AW1	US-5,848,397	12/1998	Marsh et al.	
	AX1	US-5,848,407	12/1998	Ishikawa et al.	
	AY1	US-5,852,820	12/1998	Burrows	
	AZ1	US-5,855,008	12/1998	Goldhaber et al.	
	AA2	US-5,864,845	01/1999	Voorhees et al.	
	AB2	US-5,864,846	01/1999	Voorhees et al.	
	AC2	US-5,903,882	05/1999	Asay et al.	
	AD2	US-5,905,975	05/1999	Ausubel	
	AE2	US-5,915,243	06/1999	Smolen	
	AF2	US-5,918,014	06/1999	Robinson	
	AG2	US-5,920,854	07/1999	Kirsch et al.	
	AH2	US-5,920,859	07/1999	Li	
	AI2	US-5,933,811	08/1999	Angles et al.	
	AJ2	US-5,948,061	09/1999	Merriman et al.	
	AK2	US-5,974,398	10/1999	Hanson et al.	
	AL2	US-5,991,735	11/1999	Gerace	
	AM2	US-6,006,257	12/1999	Slezak	
	AN2	US-6,009,410	12/1999	LeMole et al.	
	AO2	US-6,023,686	02/2000	Brown	
	AP2	US-6,026,369	02/2000	Capek	
	AQ2	US-6,055,510	04/2000	Henrick et al.	
	AR2	US-6,058,379	05/2000	Odom et al.	
	AS2	US-6,078,866	06/2000	Buck et al.	
	AT2	US-6,161,099	12/2000	Harrington et al.	
	AU2	US-6,253,189	06/2001	Feezell et al.	
	AV2	US-6,269,361	07/2001	Davis et al.	
	AW2	US-6,324,519	11/2001	Eldering	

FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>
		Country Code <sup>3</sup> -Number <sup>4</sup> -Kind Code <sup>5</sup> (if known)				
	BA	-WO 97/17774	05/1997	Seiko Communications Systems, Inc.		
	BB	-WO 98/28906	07/1998	Princeton Video Image, Inc.		
	BC	-WO 98/34189	08/1998	Flycast Communications Corp.		
	BD	-WO 99/20486	04/1999	K. W. Muth Company, Inc.		
	BE	-WO 99/48028	09/1999	GLOBALBRAIN.NET Inc.		
	BF	-WO 00/41090	01/2000	Maxygen, Inc.		
	BG	-WO 00/16218	03/2000	Searchup, Inc.		

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. <sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

Examiner Signature		Date Considered	
--------------------	--	-----------------	--

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449A/B/PTO  <b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  <i>(Use as many sheets as necessary)</i>			<b>Complete if Known</b>		
			Application Number	Not Yet Assigned	
			Filing Date	Concurrently Herewith	
			First Named Inventor	Lester Chu	
			Art Unit	N/A	
			Examiner Name	Not Yet Assigned	
Sheet	3	of	3	Attorney Docket Number	03-8018CIP2

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials <sup>*</sup>	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
	CA	Pelline, "New search engine goes commercial" from <a href="http://news.cnet.com/news/0,10000,0-1005-200-326672,00.html">http://news.cnet.com/news/0,10000,0-1005-200-326672,00.html</a> , February 18, 1998.	
	CB	Haar, "Service To Let Ad Bids Dictate Search Rankings" from Tech InfoBase, February 23, 1998.	
	CC	McKenna, "New Search Engines GoTo Charges For Hits" from Tech InfoBase, February 23, 1998.	
	CD	Rich, "New Search Engine Allows Sites to Pay Their Way to Top" from <a href="http://www.adweek.com">http://www.adweek.com</a> , February 23, 1998.	
	CE	Mardesh, "Search engine charges hit sites" from San Jose Mercury News, February 21, 1998.	
	CF	Swartz, "Browser Only Lists Paying Web Sites" from San Francisco Chronical, Febraury 21, 1998.	
	CG	Riedman, "Seach engine startup to auction listings" from Advertising Age, February 23, 1998.	
	CH	"Lycos Adds New Features, Reorganizes Suggested Links" from <a href="http://www.searchenginewatch.com/sereport/98/01-lycos.html">http://www.searchenginewatch.com/sereport/98/01-lycos.html</a> , January 9, 1998.	
	CI	"Lycos Adds Predetermined Listings" from <a href="http://www.searchenginewatch.com/sereport/97/12-lycos.html">http://www.searchenginewatch.com/sereport/97/12-lycos.html</a> , December 4, 1997.	
	CJ	Pontin, "Gross Idea" from <a href="http://www.herring.com/story_redirect.asp?layout=story_generic&amp;doc-id=RH640016664&amp;ch...">http://www.herring.com/story_redirect.asp?layout=story_generic&amp;doc-id=RH640016664&amp;ch...</a> , August 6, 2001.	
	CK	Yahoo.com (as archived on archive.org).	
	CL	Google.com (as archived on archive.org).	
	CM	Superpages.com (as archived on archive.org).	
	CN	Findwhat.com (as archived on archive.org).	
	CO	Looksmart.com (as archived on archive.org).	
	CP	MSN.com (as archived on archive.org).	
	CQ	Dogpile.com (as archived on archive.org).	
	CR	WebCrawler.com (as archived on archive.org).	
	CS	Internet Discussion Group, August 7, 2001.	
	CT	Internet Discussion Group, August 7, 2001.	
	CU	metacrawler.com (as archived on archive.org).	
	CV	BellSouth RealPages.com (as archived on archive.org).	
	CW	SmartPages.com (as archived on archive.org).	
	CX	qwestdex.com (as archived on archive.org).	
	CY	business.com (as archived on archive.org).	
	CZ	Shopping.com (as archived on archive.org).	
	CA1	Citysearch.com (as archived on archive.org).	

<sup>\*</sup>EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup>Applicant's unique citation designation number (optional). <sup>2</sup>Applicant is to place a check mark here if English language Translation is attached.

Examiner Signature		Date Considered	
--------------------	--	-----------------	--